

Neighborhood Policing - A Digital Extension

Facebook vs. Twitter	
Summary	Audience
Frequency	Recycling
Post Length	90% of all messages are 100 characters or shorter
Events	2x more posts per week
Engagement	10x more engagement per post
Hashtags	None



Facebook - Neighborhood Policing 2.0



Digital Tools

- Twitter
- Facebook
- DCSC Digital Team

Highlight your work



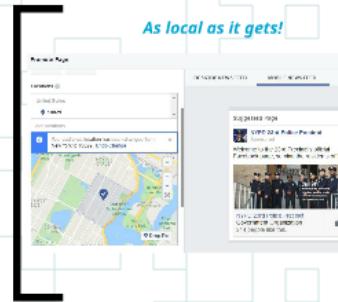
Engage with the Community



Positive Feedback



As local as it gets!



Neighborhood Policing - A Digital Extension

Facebook vs. Twitter	
Summary	
Audience	
Frequency	
Post Length	
Events	Storytelling
Engagement	Quick timely updates
Hashtags	Several times a week 1-2 paragraphs, several photos
	22% of all US internet users Several times a day
	140 characters, 4 photos
Yes	No
Heavy	Minimal
Minimal	Heavy



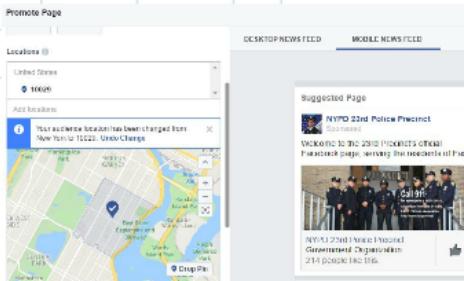
Facebook - Neighborhood Policing 2.0



Digital Tools



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Digital Tools



Twitter



Facebook



DCSC Digital Team

Summary

Audience

Frequency

Post Length

Events

Engagement

Hashtags

Facebook vs. Twitter



Storytelling

79% of all US internet users

3-5 times a week

1-2 paragraphs, several photos

Yes

Heavy

Minimal



quick timely updates

23% of all US internet users

Several times a day

140 characters, 4 photos

No

Minimal

Heavy

Facebook - Neighborhood Policing 2.0

Go to Business Manager to manage this Page.



Call 911 for emergency assistance.
Account not monitored 24 hours.
Call 311 for non-emergencies.
<http://www.nyc.gov/nypd>

Liked Following Share ... Learn More Message

Status Photo/Video Write something on this Page...

Posts

NYPD 30th Precinct March 25 at 7:38am · [View on Facebook](#)

To really change the police-community relationship, the NYPD had to fundamentally change the way it does business. Neighborhood policing is that realization in action.<https://www.youtube.com/watch?v=yU0XZA5E-Ec>

 Neighborhood Policing in Queens Public Housing
To really change the police-community relationship, the NYPD had to fundamentally change the way it does business. Neighborhood policing is that realization ...
YOUTUBE.COM

Like Comment Share

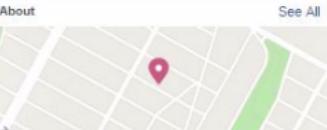
Public & Government Services in New York, New York
Always Open

Invite friends to like this Page

Welcome to the 30th Precinct's official Facebook page, serving the residents of the Washington Heights in Manhattan, NY

78 Likes Rob Villani and 4 other friends like this

0 people have been here

About See All

451 West 151st Street
New York, NY 10031

Get to know your NCO's



30th Precinct Sector C

NYPD



79th Precinct Sector D

NYPD



28th Precinct Sector C

NYPD



10th Precinct Sector C

NYPD

As local as it gets!

Promote Page

Locations ?

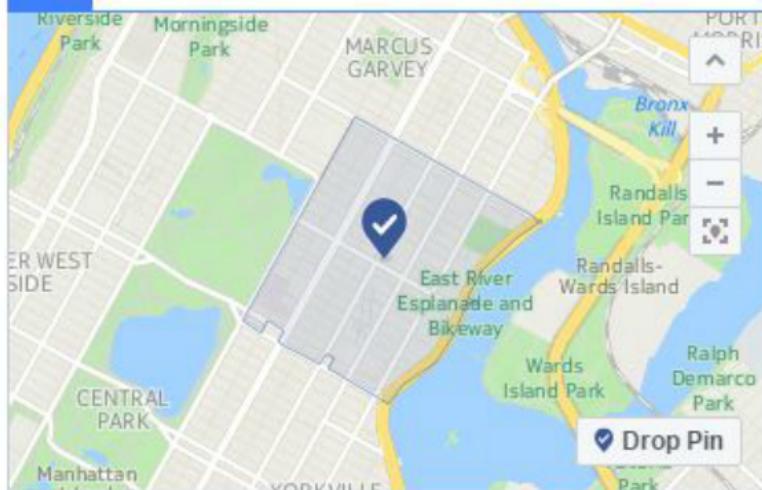
United States

10029

Add locations



Your audience location has been changed from New York to 10029. [Undo Change](#)



DESKTOP NEWS FEED

MOBILE NEWS FEED

RIGHT COLUMN

Suggested Page



NYPD 23rd Police Precinct

Sponsored

Welcome to the 23rd Precinct's official Facebook page, serving the residents of East...



NYPD 23rd Police Precinct
Government Organization
214 people like this.



Highlight your work



NYPD 23rd Precinct

February 2 ·

A great relationship was established previously with Neighborhood Coordination Officers Pagan and Rivera, and the owners of a local business. This enabled them to solve a Burglary and apprehend the offender within the course of two hours start to finish. A wonderful example of how neighborhood policing helps our community substantially.



Like

Comment

Share



You, Anthony Vincent, Jamiel Altaheri and 38 others

Chronological*

2 shares

View 1 more comment



Denise Majied Thanks Guys

Like · Reply · 1 · February 2 at 1:56pm

Engage with the Community

 **Jason S. Kendall** thank you for the prompt attention. I see a difference today.

Like · Reply · May 4 at 7:37am

 **Jason S. Kendall** the lookout is not there.

Like · Reply · May 4 at 7:38am

 **NYPD 34th Police Precinct** Thank you for your concern, we have made contact with Transit District 3 regarding this matter and our NCO's are on it as well.

Like · Reply · Commented on by NY PD [?] · May 4 at 8:06am

 **Jason S. Kendall** I saw the squad car there. Thanks! The bike-kid lookout was gone, and the homeless kid is just there. About a week ago, the lookout took him across the street and I saw them sharing a cigarette. It looked like the lookout was trying to take him under his wing. It was after the cigarette scene that their casing of people began. Before that, they were apparently separate. The homeless guy might need some gentle help from social services. He's not bad, he just doesn't know what to do.

Like · Reply · May 4 at 8:39am

 **NYPD 34th Police Precinct** Thanks again, we will continue to follow up.

Like · Reply · Commented on by NY PD [?] · May 4 at 8:58am



Marisol Espaillat » **NYPD 34th Precinct**

March 19 at 8:03pm · 48

It is unfortunate that the 34th does not answer the phone, preferring instead to have an answering machine, which is full to capacity most of the time. I have tried calling on many occasions with the same disconcerting result. I have been dealing with a problematic neighbor for several years now and have been unable to resolve the issue. The landlord has stepped in and spoken to her recently and apparently she feels that she is above the law and the problem has become severe (Officer Perez, from community affairs came and spoke to her at one point). Now we are awakened by the pounding of her music every single weekend. My mother has had brain surgery less than a year ago and survived, thank God but she is susceptible to very loud noises, she also has high blood pressure and this situation is affecting her health and mine. What can we do about this situation?

Like

Comment

Share

Message

 Rafael Peguero, Jay Pi and Marisol Espaillat

Chronological *



NYPD 34th Precinct Good morning Ms. Espaillat, where does your mother reside? We can have her Neighborhood Coordination Officers pay the neighbor a visit.

Like · Reply · 1 · Commented on by Reymundo Mundo [?] · March 20 at 11:10am

View 4 more replies

 **NYPD 34th Precinct** Please do, that's their information so that you can follow up with them.

Like · Reply · 1 · Commented on by Reymundo Mundo [?] · 18 hrs

 **Marisol Espaillat** Thank you very much for all of your help, I just got back from the precinct and I've already filed my complaint. Officer Snyder was very kind. I will however email both Detective Nunez and Officer Fernandez so that they can advise me as to the next steps to be taken in order to alleviate the situation. Once again thank you.

Like · Reply · 1 · 13 hrs

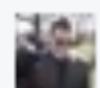
 Write a reply...





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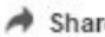
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Like



Comment



Share



Message



Rafael Peguero, Jay Pi and Marisol Espaillat

Chronological *



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Like · Reply · 1 · 13 hrs



Write a reply...



Positive Feedback



Barbara Frazier ► **NYPD 34th Police Precinct**

May 10 ·

Overall the inwood community appreciates the recent ticketing of motorists running the stop sign at 218th and seaman. Kudos!

NYPD 34th Police Precinct

Like

Comment

Share

Message



Bruce Jaffe ► **NYPD 34th Police Precinct**

May 10 ·

Many thanks to the officer who yesterday was ticketing drivers blowing through the intersection of Seaman Avenue and 218th Street without stopping at the stop sign. I'm sure all of us pedestrians and dog walkers who use that intersection appreciate it very much! Hope you will do this often.



Jim Aronson ► **NYPD 34th Police Precinct**

April 12 ·

I wanted to publically thank the 34th for their response yesterday to an incident in the Dongan Buildings.

As the President of the Fort Tryon East Neighborhood Association, my group has been working hard to improve the quality of life around our designated area, and stop the hoodlums and tresspassers who have been invading our building. We have had trespassers, solicitors, packages stolen from within our building, and alleged drug deals on our roofs.

Yesterday, one of our alert residents noticed two strangers in the building, immedately called 911, and the 34th was there very quickly to apprehend these individuals.

Thank you, thank you, thank you!!!!

Barbara Frazier and Nancy Preston

2 Comments

Like

Comment

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Chronological ▾

Message



NYPD 34th Police Precinct You're very welcome Mr. Aronson. We will continue to monitor and conduct enforcement. Have a great day.

Like · **Reply** · **1** · Commented on by NY PD [?] · April 12 at 4:42pm



Nancy Preston Great work 34!

Like · **Reply** · April 14 at 8:26pm · Edited



Barbara Frazier ► NYPD 34th Police Precinct

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Overall Community Approval!



Christa Baur O'Brien I really appreciate this page. And my appreciation comes equally from seeing officers interact with the community and from knowing more about what's being thwarted in the neighborhood.

Keep up the good work guys!!

[Unlike](#) · [Reply](#) · [Message](#) ·  2 · July 16, 2015 at 9:16am



Marilyn Doof I really enjoy reading about the actions of the officers of the 34th. Caring and competent professionals. That's a wonderful combination.

[Unlike](#) · [Reply](#) · [Message](#) ·  1 · July 16, 2015 at 9:27am